

## ABSTRACT

In order to generate reasonable game advertisement charges and to direct a player's attention to a game advertisement, a charge amount to be charged for outputting a game advertisement is calculated based on displayed amount information, e.g., information concerning a display time and area, and display quality information, e.g., information concerning a display position on a game screen, presence or absence of clipping with an advertisement image, an advertisement display direction in a vertical 3D space, and so forth. Further, displaying of that advertisement is limited, when some advertisement has been displayed to a predetermined amount. Still further, an advertisement display program or data is obtained before a game program or game data is obtained, and the game program or the game data is obtained while an advertisement is being output based on the advertisement output program or data obtained. Yet further, a charge amount to be charged for outputting an advertisement is calculated based on attribute information obtained in advance concerning players targeted by an advertisement and attribute information of the player enjoying the game.